

THE INTELLIGENCER

ESTABLISHED 1860.

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Rates will be furnished on application. No advertising discontinued except on written order.

The Intelligencer will publish brief and rational letters on subjects of general interest when they are accompanied by the names and addresses of the authors and are not of a defamatory nature. Anonymous communications will not be noticed. Rejected manuscripts will not be returned.

In order to avoid delays on account of personal absence, letters to The Intelligencer intended for publication should not be addressed to any individual connected with the paper, but simply to The Intelligencer.

SUNDAY MAY 9, 1915.

Get the Chautauqua habit.

Remember thy mother today.

Italy will now get a breathing spell.

Wore Teddy in the White House.

The God of War seems to have his heel on the world's neck.

Mrs. Carman was acquitted yesterday. Who is Mrs. Carman?

What next? Atlanta is now claiming a poetess of national fame.

Considering recent events, we think we'll postpone our trip "abroad" a bit.

We didn't know how much we don't know about the geography of Europe until this war started.

If someone would only take the Hyde of Grace he might be re-elected mayor of Charleston.

The late owner of Kansas City Star left an estate worth ten million dollars. How encouraging.

Ethnocentrism is the name of a newly discovered human sentiment. Sounds more like a disease.

That Lusitania butchery must have made Capt. Kidd, Steve Bonnett and the other old pirates turn over in their graves.

The German pirates might scout around some of the London playgrounds. They might be able to bag a whole battalion of babies at one shot.

If we had our choice between going to war with Germany and reading some more of these "notes" like the Washington government wrote old Vic. Haerta, we'd shoulder our musket.

The way that steam roller has begun to roll in Charleston, it looks like "Little John Grace" will be left out in the cold with "a pain in his face."—Lancaster News. Don't speak too quickly. Little Johnnie knows something about the roller himself.

No American can view the present international situation as it unfortunately exists today without a feeling akin to sorrow and dismay. Every effort has been made by President Wilson to deal fairly and honorably with the German government. Many

things have been overlooked which perhaps would not have been allowed to have passed had the German government not been in such a predicament as her diplomacy an irreconcilable action has placed her.

Several weeks ago when the German government announced its plans for its so-called blockade of the allied Powers, President Wilson notified that government that we could not but look with grave concern upon any action which might deliberately cause the sinking of an American ship or the death of Americans on merchant vessels, regardless of whether they belonged to a belligerent nation.

What the result of the sinking of the Lusitania will be is yet a part of the history of the future. It can only be hoped that an infinite God may yet see a way to clear up these incidents. Otherwise, we can but expect the United States to make good its warnings, and show to the world that there is a limit to all things, that American rights must be respected, war or no war, and finally that Germany must be shown that she cannot and has not the right to map out and by edict make the international law for the whole world.

The people of the United States want no war with Germany. We do not want to add to her troubles, even though they have been brought about by her own recklessness.

Let us hope that there may be no war between Germany and the United States, but if there is The Intelligencer believes that thousands of Americans will rally to the cause of justice and resent the piratical action of the German nation.

GOOD FOR CLEVELAND.

The qualified electors of Cleveland School District No. 36, of whom there are approximately 44, have almost to the man signed and turned over to the county board of education a petition which automatically makes operative in that district the recently enacted Sinkler-Hawkins Bill, an act to require school attendance.

The adoption of compulsory attendance in any district depends absolutely upon the co-operation of the people. This law simply means that all children between the ages of six and twenty-one years have the right to attend the local school of their district. But in districts adopting the provisions of this act, children between the ages of eight and fourteen will be required to attend four months in the county and the full term in town. Pupils under eight and above fourteen will not be affected.

Three methods of adopting the law are authorized:

1. Upon petition of a majority of the qualified electors residing in the district.

2. Upon election after petition by one-fourth of the qualified electors residing in any district.

3. Upon election after petition by a majority of the board of trustees of any district containing an incorporated town of fifteen hundred inhabitants.

The electors of Cleveland district chose the first plan, and make a sweeping success of it. That the electors of this school district petitioned almost solidly for the enactment of the measure in their locality is a most heartening sign. It reflects a keen interest in matters educational and thoughtfulness for the welfare of the men and women of the future. May others follow in the wake of the Cleveland district.

ALBERT S. JOHNSTONE.

Aside from our personal friendliness for Albert S. Johnstone, we are deeply gratified that he has been elected to the position of secretary of the State board of charities and correction. He is an Anderson boy, son of Dr. A. P. Johnstone of this city, and grew to manhood in this town.

We do not know where we would find a man just like Albert Johnstone. His firmness of character, loftiness of spirit and cleanness of mind are unsurpassed in any person we know. It was our pleasure to be thrown with him for some years while he was secretary of the chamber of commerce of Greenville, and during that time we saw him put through all manner of situations that try men's souls. And not one time did we ever have reason to believe other than that he was founded on solid rock. He always rang true.

We are pleased that he has been elected to fill this responsible position. We are glad because he is an Anderson boy. We are gratified because we are confident the board could not have found a man better suited for the work nor one who will labor more sincerely to make it a go. If Albert Johnstone cannot make a success of it, there's no use putting any one else on the job. Success to him!

Protect the Panama canal.—New York American. From whom?—Nashville Banner.

PRESS COMMENT.

Plenty of Wheat.

New York Times. A famine is one of the calamities that is not expected to happen. The present condition of winter wheat in this country is excellent and the acreage is the largest ever sown. It is about 14 per cent greater than last season's acreage, from which the yield was a new crop record. Therefore the reasonable probability is that there will be a large American surplus, which, added to 75,000,000 bushels available from India and 100,000,000 from Argentina, ought to make good the European deficiency for another year, if that shall prove to be necessary.

More convincing, perhaps, than anything of what has been said is the fact that on the grain exchanges May wheat sells 40 cents a bushel higher than the September option, whereas a year ago at this time, with an enormous winter wheat crop in prospect, May wheat sold only 10 cents above the September option. On the new crop will be in active delivery. Obviously the grain dealers expect wheat to fall between now and September, and for one or more of three reasons, namely (1) the prospect of a very large wheat production in the meantime, (2) the possibility that the Allies will force the Dardanelles and gain access to the more or less imaginary store of Russian wheat, and (3) the constant liability of peace. The first reason has been discussed. The second is perhaps rated beyond its importance. The Russian crop last year was short. The exportable surplus, therefore, is small, and the government in any event would be likely to place an embargo upon shipments of food grain from the country. The third reason is the one that contains dramatic, not to say theatrical, possibilities for the grain trade. Every one knows, or at least believes, that peace coming suddenly would cause a violent fall in the price of wheat, and possibly one-half of the difference between the September option and the grain market's price represents the grain trader's precaution against that contingency. At all events, the shrewd grain trader's opinion, made up in several ways, is that there will be wheat enough in the world, and that the price is more likely to stay where it is or to fall than to go any higher, at least for a while.

Temping a Patient People.

The president of the United States, facing for his country an international problem of constantly and rapidly growing gravity, may at least be wholly assured that he will have the resolute support of his people in whatever steps he may think it wise and honorable to take. The people of South Carolina, to the last able-bodied man, would serve their country at his call and all of them, are prepared for any sacrifice, however painful, that an embroilment with other Powers might require them to make.

Indeed, incessant adjurations from the press to the people to "be calm" are beginning to be received with impatience. Observers of the faces of those who in silence read the dispatches about the destruction of the Lusitania on the bulletin boards yesterday could not but be impressed with their manner and with their occasional comments as they walked away. That the temper of the people is showing signs of strain under the repetitions of news reports relating to attacks on American vessels or other ships bearing American passengers is everywhere evident.

Injury to American commerce excites slight resentment. Assault on American citizens is surely arousing the people to anger much as they abhor war and see it, at this time particularly, only misfortune to their substantial interests. On this side of the Atlantic the argument that temporary return by a great Power to the war-making methods of the Dark Ages for self-preservation is justifiable commands little respect. Our people would not look with confidence for a restoration of civilization by a Power that has bludgeoned itself, to a position of world supremacy. They are not ready to consent to a suspension of all rules and manners of enlightenment and progress slowly gained through the centuries in order that a single Power shall have free course to back its way out of difficulties. They have small faith in the resumption of humane methods after a victory won in barbarous ways.

Should it be the disposition of the president to call the congress together in extraordinary session and ask it to authorize that considerable enlargement of the army and the navy that he might regard advisable in order to make more effective the protests of American diplomacy, consistently designed to promote the peace of the world, it is certain that he would be upheld in it by the people of South Carolina, however earnest is their hope that acts having even the distant appearance of menace or susceptibility of interpretation as a calculated show of strength may be avoided.

The people of the United States will not resort to war until they believe it inevitable and from that belief they are still very far. But they are being driven in the direction of it. The colonel may have grown stouter, but it can't be said that he isn't in good form.—News and Courier.

Screens cost money, but not so much as malaria and typhoid.—Jacksonville Times-Union.

A doctor says fox trotting is a cure for insanity, so if you see anyone fox trotting you may know he is an insane man trying to get well.—Jacksonville Times-Union.

ODDS AND ENDS.

Opening Up Our Spread Largest River.

An immense empire, 800,000 square miles in extent, writes Fred U. Vincent in Leslie's, has just been opened to water traffic and 400 miles added to the total of navigable streams within the nation through the completion of the huge Cello Canal, on the Columbia River, in Oregon, which will be celebrated by cities in the Pacific Northwest next week. Cut through living rock for a distance of eight miles, at a cost of six million dollars to the government, the big water lane removes the last barrier to the navigation of the Columbia River and its main upper tributary, the Snake, from Lewiston, Idaho, to the Pacific Ocean, a distance of 500 miles and frees the currents of the Columbia itself to transportation as far as Priest River rapids, in Washington, about 450 miles from the sea. When the obstructions at these rapids are removed along with those at Kettle Falls, then the Columbia will be navigable to Fossilstone, British Columbia, almost 1,000 miles. Ten years of continuous operations were necessary to build the canal. The greatest part of it was drilled and blasted through solid lava rock. To find a way for navigation around this turbulent stretch of the Columbia has been the dream of the Northwest since the famous exploring expedition of Lewis and Clark in 1805.

So powerful is the law of the swordfish that it has been known, in attacking vessels, to pierce ten inches through copper sheeting and oak planks.

German submarines may not, marry without permission of their colonels.

When house brushes require cleaning, put a sufficient quantity of tepid water into a flat pan to cover the bristles, but not the backs; to each quart of water add three table-spoonsful of ammonia, all the brushes to soak for ten minutes; rinse in cold water until it is clear, and then dry the brushes in the air, bristles downward. Treated in this manner brushes seldom warp. Never use soap in washing hairbrushes. Take a piece of soda, dissolve it in warm water, and stand the brush in it, taking care that the water only covers the bristles. It will almost immediately become white and clean. Then stand it to dry in the open air, with the bristles downward, and it will be found to be as firm as a new brush.

A convenient substitute for a corkscrew, when the latter is not at hand, may be found in the use of a common screw, with an attached string to pull out the cork.

Old newspapers can be used for opening the oven door, placed on the kitchen table to stand saucepans on, and for cleaning irons.

To clean a suit case mix equal parts of vinegar and linseed oil together, rub with a piece of flannel and polish with a duster. This not only makes the leather look like new, but preserves it also.

New Coal Tar Explosives.

The remarkable destructive power of modern guns, which are able in a brief time to wreck the strongest forts was made possible mainly by the recent discovery of certain new kinds of high explosives derived from coal tar, says The Youth Companion. They are "insensitive"; that is, they are so reluctant to explode that they are as safe to handle as cornmeal or baking powder. Shells filled with them can pass through the thickest armor without bursting—withstanding both the shock of impact and the enormous heat generated. Not until the shells have penetrated the armor are they set off by the fuses they carry.

It is that power to penetrate before bursting that gives the projectiles their formidable character as destroyers of permanent structures. When they finally do explode they cause wholesale ruin, for the great volume of gases suddenly set free can make room for itself only by a wide dispersal of the surrounding material, whether it is stone or cement or what not.

From coal tar are obtained such substances as benzine and toluene, which, treated with nitric acid, make explosives of the insensitive kind. One of these, called "T. N. T." (short for trinitro-toluene) has been largely used by the Germans in the present war for filling shells.

In accounts of the fighting that is now going on in Europe you read of the use of "helmet" by the French, and of lyddite by the British. The Japanese in their recent attack on the Germans in China, used shimoso. All three of these high explosives are one and the same thing, namely, picric acid, which is derived from coal tar, and which is melted and poured into the projectiles.

Guess How Many Horses There Are in the United States.

The following interesting figures about live stock in the United States are taken from the current issue of Farm and Fireside:

"On January 1, 1915, people were five times as numerous in the United States as horses; and horses were five times as numerous as mules. Texas had over twice as many mules (753,000) as Missouri, its closest competitor. Texas also led in cattle (5,121,000), having nearly twice as many as Iowa; Iowa had twice as many swine (3,720,000) as Illinois, its closest competitor.

Montana and Wyoming are the two greatest sheep States, each having about 4,400,000 heads. New Mexico and Ohio come next with about 3,300,000 apiece.

Rhode Island has 23,000 milch cows, and Nevada 14,000. Wisconsin has the most—1,628,000."



You'll find that the best suits around the \$15 price are our Evans Fifteens.

Because we think our suits are the best ever at this price does not prove the case. But we know the cost of the cloth, the linings, the workmanship and we know that good suits are seldom sold at so close a margin.

Our cash buying and cash selling enables us to put the extra value in these suits for you.

And the same extra value is found in all our suits whether you pay \$10 or \$25.

B. O. Evans & Co. The Store with a Conscience

Who Pays For Advertising

Following is the address delivered by Mr. Eugene Brown before the Ad club meeting at the chamber of commerce Thursday night:

"Who Pays for Advertising?"

All advertising is divided into two general classes, successful and unsuccessful. Unsuccessful advertising is paid for directly by the advertiser himself—because being unsuccessful he reaps no return—and his advertising is a direct expense, so much money wasted. Unsuccessful advertising usually is the result of one of two sins—an impractical advertising campaign or failure to back up your advertisement with store service and quality goods. I mean that it would be unpractical for Mr. Linley to advertise his North Anderson property in the Saturday Evening Post, as would it be for Mr. Balle to advertise the Five in the Atlanta Journal. However, the standards of present day advertising are wedding to impractical advertisements, because the Saturday Evening Post would not take Mr. Linley's money and his copy, but conscientiously tell him his plan was wrong. The Atlanta Journal would in all probability refer Mr. Balle to the local newspapers.

As to failure to back up your advertisement with store service and quality goods we suppose naturally that any man who has sense enough to advertise has sense enough to know he must deliver the goods. Unsuccessful advertising is well nigh impossible, and as a result of this we must look upon all advertising as successful and see where the money comes from to foot the bill.

We might begin by saying that every nationally advertised product not only pays its own bill with advertising but actually accumulates a surplus therefrom and declares a dividend. We the public being the direct beneficiaries.

Take for instance any of the various breakfast foods—Washing Crisps, same old price, 10 cents, but a larger box; Kellogg's Corn Flakes, same old unadvised price, sanitary moisture proof package.

Consider the old Williams Shaving stick in a wooden box as every one here can well remember. Add a national advertising campaign. What do you get? Advance in price? No. On the contrary same price and in addition waterproof rustless hinge covered sizzle box. It was advertising that enabled the Holeproof Hosiery company to put out a sock with a guarantee. You yourself can think of numbers of instances where the public has been the benefactor of advertising and not paying one cent for it. The reason that it is possible for firms to lower prices and better their product is just the simple fact that

it induces an increase in the rate of turn over. Suppose a manufacturer is making 5 cents on each article that he sells and suppose he puts on an advertising campaign that will double the demand for his goods or in other words enable him to make 10 cents in gross profit for every 5 cents he made before. It is easy to see that this man could pay 2 cents of this 5 cents for advertising 2 cent for improvement of his commodity and still have a larger profit than he ever had before.

It is on this basis that all the big national campaigns have been conceived and executed.

One of the greatest advantages to the public has been the standardization of goods. Unceasing Biscuit is standard. You know its good before you buy it. A competitor says his razor is as good as a Gillette. This talcum is as good as Menhens'. This hard compound is as good as Snodgrass. See how near the new drink try to get to Coca-Cola. Why? Because it is standard.

The advertising right here in Anderson is paid the same way. You increase your volume of sales or turn over without a corresponding increase in expense. There is not a single grocery store in the city but could take care of considerable more business without any additional expense—if they but had the extra business. There's where the advertising comes in; it goes out into the highways and byways and pulls them into the store, then it's up to the store, service and quality of the goods, and prices charged to hold the customer.

We will take one more view: If you are so fortunate as to be in business and have a competitor who doesn't advertise—don't worry! Don't you worry about who'll pay your advertising bill. It will come directly out of your competitor's cash register. People who have been spending money with him, will quit him and come to you, and spend their money with you. This loss of volume of business on his part, and a corresponding gain in volume of business on yours means financial losses to him, and a corresponding gain in profits to you, for his "overhead" expenses will remain about the same with both of you, and your net profits on the increased business will more than pay for the advertising. And your non-advertising competitor footed the bills in loss of business which came to you.

To sum it all up—money used for advertising is not spent, but invested; and when this matter is given the time and thought that you give the balance of your business, it will pay you the biggest profit of anything connected with your business.

dren, who serve as the raw material for the kindergarten instruction.

In the school for working women in Rotterdam last year, 109 girls were turned away on account of lack of accommodations for them. This year the number has been less, since the general condition of hard times has forced many families to send their girls to work earlier than usual; also the absence of many men mobilized to guard the neutrality of Holland has greatly increased the demand for women workers.

The annual report of the Rotterdam school for working women which has just been issued to cover the year 1914 shows that the tuition fees received in this school amounted in that year to \$375.70. The expenses, however, were \$13,092.20. The deficit was met by private gifts. Many of the girls are forced to leave these schools before finishing the full three years' course, to earn their own living or to assist in the support of their families. But even these are snuffed up at once by watchful Dutch housewives, anxious to secure good servants. The girls themselves are only too glad to be employed in domestic service in Holland, for the wages of women workers in the factories are notably low.

Nor are these the only practical measures taken by the women of Holland for their less fortunate sisters. The war has brought, even to this neutral land, some of its whistling train of medieval horrors. There are Red Cross buildings in many streets of the larger cities, and one of the royal palaces in The Hague has been turned over to this work. In this country there are not, of course, any wounded to care for. But there are the sick and the needy, and they are cared for.

The Home for Destitute Babies, too, since the mobilization has shown a marked increase in the field of its charitable endeavor. It is really an organization devoted to the care of the unfortunate children of unmarried mothers. The babies of such of the poorer women as die in childbirth, whose fathers are prevented by the character of their work from giving or providing proper care for the very young children, are also taken in. The infants received in this home are kept from two to three years, upon a slight payment by the mothers, whose plight the sudden calling of the men to the colors has revealed.

WIT AND HUMOR.

"He is a self-made man, is he not?" "Yes, except for the alterations made by his wife and her mother."—St. James Gazette.

In the spring the young man's fancy is responsible for getting him heavily in debt to his tailor.—New Orleans States.

Now and then you find a German who blames the war more than England for the war.—Pensacola News.

The allies are planning a May day celebration in Constantinople, but they do not, say which they.—Pensacola News.

Living in the future is better than living in the past, but the logical and sensible thing to do is to live now.—Levy Times-Democrat.

One of the worst cowards in the man who is afraid of work.—Washington Dispatch.

Don't put too much dependence upon the man who tells you that nobody is honest and that every man has his price.—Albany Herald.

"They say one gradually grows to look like a constant companion." "Then if I were you I'd quit going around with that pug dog so much."—Kansas City Journal.

Florida does not want Japanese colonies. One racial problem at a time is enough. We want more white people.—Levy Times-Democrat.

Relief Work In Holland

The Hague, Netherlands, May 8.—The immense drains made by the refugees from Belgium on the good-heartedness of Dutch women have by no means exhausted their efforts for the betterment of social conditions in their own country. The strain of Belgian relief work has undoubtedly been very great, and still is especially heavy upon the wives and daughters of the Netherlands. Holland was totally unprepared for any such emergency at the arrival over night within her borders of more than a million destitute neighbors. It was the women of the Netherlands who had to find immediate accommodations until the relief work could be systematically organized. They did it magnificently and without a whimper. Thousands of homes in Holland still shelter refugees, notwithstanding the general provisions which have been made for the unfortunate Belgians. One house in The Hague, alone, has afforded asylum to 71 destitute Belgians for nine months.

But in addition to this work of pressing necessity, the women of Holland are carrying on their suffrage

campaign, are knitting and sewing for their own soldiers and their families, and are keeping up such work of social improvement as the schools for household arts and the schools for working women, which exist in many of the larger cities. In the former, young ladies of the better families of the Netherlands are taught house-keeping, the care of children, teaching, cooking and whatever else may be necessary or useful in the formation of a model wife, and an efficient mother. These schools are, of course, paying organizations.

The schools for working women in Amsterdam, Rotterdam and The Hague, however, are in the nature of charities. Here the daughters of the people are taught to be independent or aid to their families. They are trained as housemaids, cooks, seamstresses, laundresses and nursesmaid. If they are able, they pay a small tuition fee; if not, they are received just the same, and no one but the treasurer knows who has paid and who has not. The schools are provided with babies for the nurses to practice on, and even with older chil-